

## TITLE OF INVENTION

Communication Network for Outdoor Signs II

Class: 707/727; 580/677; 707/520; 345/002; 345/007

Class: 345/001

## CROSS REFERENCE TO RELATED APPLICATIONS

Communication Network for Outdoor Signs (applied 12/20/00)  
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## BACKGROUND OF INVENTION

Communication networking for outdoor signs was a limited application.

## DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

Electronic outdoor signs are networked with this invention via: broadcast television, virtual blanking intervals, radio frequency, satellite, microwave, or other wireless electronic signals thereby enabling the sending and exchange of data for display purposes.

Secondarily, composition of the desired message is performed on: computers either through an internet/intranet connection and or a singular computer which can then be previewed but has no direct connection to outdoor signs. After previewing the desired message is sent either via wireless or hardwired transmission to one or all of the wireless technologies as described in paragraph #1. Display times and intervals can be adjusted to suit the desired area or zones by the advertiser and payment can be arranged on the internet or computer.

Ultimately the desired message is displayed on outdoor signs: billboards, parking lot signs, sidewalk signs, bus shelters and other outdoor signage.

## SUMMARY

Through wireless technologies wide area or targeted data transmissions is more effective for display purposes. Also timed display intervals and zoned areas are implemented with more flexibility and faster message interchange. Cost reduction can also be a factor with wireless technologies due to lessened hardwiring. Wireless networking combined with the internet provide a faster and more accessible implementation of text and graphics for outdoor signs.